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Executive Registry

77-1730/4

11 July 1977

Mr. Joseph B. Treaster
Penthouse International Ltd.
909 Third Avenue
New York, New York 10022

Dear Mr. Treaster:

Admiral Turner has asked me to thank you for your letter of June 27th.

He very much appreciates your interest in making him the subject of a Penthouse interview. However, his schedule for the foreseeable future is such that it will be impossible to schedule such an interview.

Many thanks for your interest.

Sincerely,

SIGNED

Herbert E. Hetu
Assistant for Public Affairs
to the Director of Central Intelligence

A/DCI/PAO/HEH/kgt/11 July 1977
Distribution:

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EXECUTIVE REGISTRY FILE *Public Affairs*

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To 16: For review & comment to
DCI. Please develop response.

hucan
D/Executive Secretary
5 JUL 77
Date

PENTHOUSE®

PENTHOUSE INTERNATIONAL LTD, 909 THIRD AVENUE, NEW YORK, NY 10022. PHONE 22-593-3301

June 27, 1977

New York

Executive Registry

77-1730

Admiral Stansfield Turner
Director of Central Intelligence
Washington, D.C., 20505

Dear Admiral Turner,

The editors of Penthouse magazine have asked me to inform you that they would like to feature you as the subject of a Penthouse Interview. They would like me to conduct the interview at your convenience.

In the not too distant past, I would have felt it would be fruitless to approach the Director of Central Intelligence with such a proposal. But in view of your efforts to give the public a better understanding of intelligence activities, it seemed to me that you might welcome the opportunity to reach the approximately five million Americans who buy Penthouse each month. (Actually, surveys have indicated that a single copy of Penthouse is passed along to an average of four or five persons, resulting in an estimated readership of some 20 million. The Penthouse audience is considerably larger than that of the major newspapers and news magazines. It is widely dispersed across the nation and, the surveys tell us, rather well educated.)

The Penthouse Interview is a particularly good vehicle for some one in a sensitive position because the subject has more control over content than in narrative articles where the writer not only seeks out counterpoint to the subject's remarks, but also injects his own point of view.

In the Penthouse Interview, the questions and answers are tape recorded and reproduced without embroidery. There is some editing for length and to correct whatever grammatical errors either the subject or the interviewer might make. In some cases the subject is permitted to review the edited transcript, and the editors have said they would be happy to extend this courtesy to you.

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page two/admiral turner

Customarily in Penthouse, an interview is announced with an introduction of a few hundred words. Then, in your case, what would follow would be whatever you want to say about the world of intelligence--how you see yourself and the United States functioning in it, for example, what changes have been occurring, what lays ahead, etc.

I see this as an opportunity to lay out the realities of intelligence work and to dispel some of the myths of agents in trench coats creeping down dark alleys in Istanbul. (And, if it turns out I've got my myths mixed up, you can straighten me out, too.) I think we could have a great chat. It would be fascinating for me and I sincerely think it could be useful to you.

I look forward to hearing from you.

Sincerely,


Joseph B. Treaster

P.S. I am sending a copy of this letter to Dennis Berends in the Public Information Office, Central Intelligence Agency, who, I assume you know, I first contacted in regard to arranging a Penthouse Interview with you and who suggested that I write to you directly.

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77-8184



THE INSTITUTE OF
ELECTRICAL AND
ELECTRONICS
ENGINEERS, INC.

NORTHERN VIRGINIA
SECTION CORRESPONDENCE

Please address reply to:

6624 Kirby Court,
Falls Church, Va.
22043
1 July 1977

Admiral Stansfield Turner,
Central Intelligence Agency,
McLean, Va.
22101

Dear Admiral Turner:

I have read with great interest the article entitled "America's 'Superspook': At Work in a Lion's Den" which appeared on page A1 of the Sunday, June 26, 1977, issue of The Washington Post and the continuation on page A14 under the heading "CIA Chief Turner: 'Working in a Sophisticated Lion's Den'".

I represent the Institute of Electrical and Electronics Engineers, Inc., the world's largest engineering society for men and women. This organization strives to enhance the quality of life through the constructive application of technology in the electrical-electronics fields ranging from acoustics and aerospace systems to ultrasonics and vehicular technology.

Our Northern Virginia Section, which now consists of 2700 members, 246 from McLean, holds monthly meetings, usually in the evenings of the second Wednesday of each month on a variety of subjects with some very interesting speakers. Our meetings are never classified and each speaker is free to choose his own subject although an orientation toward the electrical-electronics field is preferred. Most of our meetings have been held at either the Westgate Research Park in McLean or at E-Systems, Melpar Division, in Falls Church, Va.

In response to the recommendations from numerous engineer members of the Northern Virginia Section, I am writing to invite you to address our Section at a time to suit your convenience.

I shall look forward to hearing from you.

Yours truly,

Vernon E. Gardner
Vernon E. Gardner,
Vice Chairman

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Remarks:

Direct reply, please.

Hucas
 Executive Secretary



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Central Intelligence Agency
Washington, D.C. 20505
(703) 351-7676

Executive Registry

77-1778

Herbert E. Hetu
Assistant for Public Affairs

7-7-77

Admiral -

There are two pretty
good pieces from NEWS DAY
which have traditionally
crucified us - paid off
this time.

Hetu

PLEASE RETURN FOR OUR FILES

(EXECUTIVE REGISTRY FILE

Pub Affs

William C. Sexton, Associate Editor

Telephone (516) 222-5000

July 5, 1977

Mr. Herbert E. Hetu
Assistant to the Director
Central Intelligence Agency
Washington, D. C. 20505

Dear Mr. Hetu:

This is in the nature of a thank-you note for all the time you and Dennis devoted to my education last week. Subsequently I was redfaced upon learning about the agency's other big contribution to Newsday in the same time span. However, you doubtless know from the Pentagon how rare it is for Washington bureaus and editorial pages to communicate with each other.

In case it didn't get to you because of the long weekend, I'm enclosing a copy of the Schram-Klurfeld interview that ran in Sunday's Newsday. The other enclosure is a column published today based on the visit with you.

I'll next be in touch to arrange a lunch or dinner for the DCI and Bill Attwood. If you see a likely date in early September, by all means let me know.

Cordially,



William C. Sexton

WCS/njb
Enclosures

7 JUL 1977

SEXTON

Bringing the CIA In From the Cold

McLean, Va.—The place resembles a doctor's waiting room as much as anything else. Pleasant ladies check you in and ask you to take a seat. Muzak plays discreetly in the background. Abstract modern paintings hang on the walls and, to complete the cover, the newsmagazines on the sidetables are two to three months old.

Somebody whiling away the time had drawn a red circle around this item in the well-thumbed April 11 issue of U.S. News and World Report:

"Adm. Stansfield Turner, the new Director of the Central Intelligence Agency, is coming under heavy fire from professional operatives and analysts within the CIA who complain that he is isolating himself with a screen of aides from the Navy."

What makes the item noteworthy is that this happens to be the reception room at CIA headquarters, and on this particular day some of the agency's reputed isolation was being stripped away at the new director's insistence.

The occasion was the publication last week of a detailed and highly technical CIA document on Soviet oil production. Few outside the industry or the military would be likely to read past the first paragraph of the bone-dry, highly technical report, but the fact that newsmen were getting it tells a great deal about the new management here.

And for those with time enough to dig through it, the report also provides an illuminating first look into the depth and quality of the CIA's research work. This reader found it fascinating how much the United States had managed to learn about the Soviet Union's problems with its oil fields, right down to the types of drill bits that break down and pumps that must be imported because of poor quality in local manufactures. These people really do their homework.

The CIA's big problem in recent years, of course, has been that so few people understand just what that homework is. Strictly speaking, the covert operations that brought down such embarrassment on the agency

William Sexton is associate editor of Newsday.

in recent years aren't an intelligence agency's function. But it's a short step from undercover spying in peacetime to covert operations of the wartime variety, and successive presidents used the CIA accordingly.

Today, thanks to satellites and electronic technology, the undercover agent is probably as obsolete as the dirty trick. "Spy-in-the-sky" satellites detect and report construction projects, missile movements or military operations far more effectively and quickly than a whole squadron of the secret agents of fiction. The computer, because it can instantly sort and analyze vast amounts of information (such as the amount of pipe used in Soviet oil fields or the percentage of



"I think it's time we found another line of work," Philbrick.

water in various wellfields' output—and that's all in the CIA's new survey) is far better at gauging an adversary's intentions and capabilities.

So the reining in of covert activities at the CIA, in peacetime, at least, doesn't inhibit the agency's contribution to national security at all. On the contrary, it enables the agency to concentrate on what it does best. Admiral Turner wasted no time exploiting the new atmosphere.

One of the new director's first assignments for his senior officials was to come up with ideas for making the CIA both more useful and more accessible to the public at large. That produced the much-publicized proposal for guided tours of headquarters, on the order of those long sponsored for tourists by the FBI.

The tours may or may not come to pass. One problem is McLean's distance from downtown. Another is the lack of visible excitement in the place; if you aren't thrilled by touring a big university's faculty offices, you probably won't be thrilled at the CIA. Not exactly a four-star tourist attraction.

Already implemented, however, is the project to seek a wider public audience for the unclassified documents the CIA has always prepared for government use quite apart from its secret intelligence estimates.

The agency will have to be watched to make sure it doesn't transgress the narrow line between legitimate reference material and the self-serving propaganda cranked out by so many bureaucracies. Herbert Hetu, the former navy captain who oversees the CIA's

newly fledged public affairs office, is adamant that this will not be permitted. (Hetu, incidentally, is the only former naval associate brought over to the CIA by Turner, the U.S. News account notwithstanding. He previously handled the same public affairs assignment for the chief of naval operations and secretary of the navy.)

Old Washington hands will be tempted to dismiss Turner's concern for "outreach" (that's the buzzword for his efforts to widen public knowledge and utilization of the CIA's work) as the instinctive response of a federal administrator with ambitions.

That view certainly doesn't mesh with the man's Navy record, which is one of solid accomplishment and no detectable seeking of headlines. But even if the cynics proved right, there'd still be a net gain in this concern with outreach.

Beyond doubt the CIA has become the country's first line of defense. Yet guarding the national security was never more complex; the threats to it today are economic as well as strategic; political as well as military.

Here at McLean is the cerebral cortex where all the global lifelines are monitored. The more Americans can learn about the CIA's work and share in its knowledge, the better equipped they'll be to look after the country's wellbeing. And when the agency conducts as much of its work by daylight as possible, it will be far less vulnerable to the diversions and debacles that past administrations led the CIA into.

U.S. View of the Podgorny Affair

CIA chief ties the Soviet president's ouster to problems of a bloated bureaucracy

By Martin Schram
and Jim Klurfeld

Newsday Washington Bureau

Washingon—The top intelligence officer in the United States believes recent ouster of Soviet President Leonid Podgorny is a sign that the Soviets want to make their bureaucracy more efficient.

Adm. Stansfield Turner, the director of the Central Intelligence Agency, said in an interview last week that he believed Podgorny's political demise was caused by his opposition to the new Soviet constitution, which gives government leaders new authority to make changes in the Council of Ministers. The change was supported by Party Chairman Leonid Brezhnev, who then assumed the position of head of state—president—in place of Podgorny.

"It may be that they want to take a more flexible approach," Turner said, "I sincerely believe that their combination of a bloated bureaucracy and fall-

acious philosophy is causing them considerable problems of inefficiency in their economy. This may be an indication they want to do something about it."

Turner also said the move increases Brezhnev's power. "The fact is that Brezhnev now has a foot in two of the three major places of power," the CIA director said. Brezhnev is head of the party and president, while Alexei Kosygin remains prime minister but, Turner said, in a subordinate role. President Carter was briefed on the CIA interpretation for the first time on Wednesday, Turner said. The agency had been criticized by top-level White House aides for not alerting the administration to the struggle inside the Kremlin and for a long delay in analyzing what it meant.

"We would like to have done better and there are ways that we can do better in the future," Turner said. "But we are dealing in one of the most difficult areas of intelligence. Missing that is

not one of the things that panics me a great deal."

Turner said that under the old Soviet constitution the government ministers, who are similar to U.S. cabinet members, could not be replaced easily or have their departments changed. "They were sort of graven in marble," he said. "I look at the adoption of the new constitution as a fairly significant change, opening up the possibility of some shift in the bureaucracy of the Soviet Union, a shift to make the bureaucracy more efficient." There are 86 departments in the Soviet government and some ministers have held their positions for 20 years or more.

Turner explained that the Council of Ministers, headed by Kosygin, under the new constitution will be directly subordinate to the Presidium, which Brezhnev, as president, currently heads. "And there is now a specific provision that the ministers can be changed on the recommendation of the council and approval of the Presi-

dium," Turner said.

He said a key question was whether Brezhnev, even with this increased power, would have the clout to take on the ministers. "And also whether his health is good enough for him to be in power long enough and vigorously enough to do this. These are things we will watch in the coming months."

Another high-level administration analyst of Soviet affairs said the Podgorny ouster was not anticipated because Brezhnev and Podgorny had been quarreling and disagreeing over policy for years without a change in their offices. "In fact, we kind of thought of them as the Sunshine Boys—you know, the old vaudeville team played by George Burns and Walter Matthau," the analyst said. "They fought and sniped and got on each other's nerves for years but they always managed to tolerate it. But I guess it finally got to the point where Brezhnev could take Podgorny no longer."

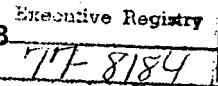
Car Rams 39 at Klan Rally in Plains

Continued News Services

Plains, Ga.—A white man drove a speeding car into the speakers' platform and the crowd around it at a Ku Klux Klan rally in President Carter's home town last night injuring at least 39 persons.

The small, gray foreign-made car cut a swath through a crowd of about 250 persons and crashed into the grandstand, toppling speakers from the plat-





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1 July 1977

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